



WBNS-TV, Inc.  
DEPT L-1133  
COLUMBUS, OH 43260-1133

Shorr Johnson Magnus  
1831 Chestnut Street  
Philadelphia, PA 19103

## Contract # 101955

**Schedule Dates** 08/14/12-08/20/12  
**Advertiser** Friends of Sherrod Brown (5784)  
**Agency** Shorr Johnson Magnus (4292)  
**Product** Political/Candidate (1161)  
**Brand** political candidate (1775)  
**Salesperson** Philadelphia Office, Philly (1680)  
**Sales Office** Eagle Television/Philadelphia Office  
**Buyer Name** D'ETTORRE,MIKE  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** BROWN/S/D  
NEW ORDER

**Date Entered** 08/13/12  
**Last Modified** 08/14/12  
**Entered By** Erica Pegues  
**CO-OP** No  
**Headline #** ECR07897032  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$6,420.00  
**Net Total** \$36,380.00  
**Sales Tax**

## WBNS-TV (WBNS)

| By Broadcast Month  | Spots     | Rate               |
|---------------------|-----------|--------------------|
| Aug. 2012           | 53        | \$42,800.00        |
| <b>Grand Total:</b> | <b>53</b> | <b>\$42,800.00</b> |

| Line  | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times           | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station        | Comments               | Entered |
|-------|--------------------------------|-------------------|-----|--------|---------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|----------------|------------------------|---------|
| 1.0   | Normal Line / SPOT             | 08/14/12-08/17/12 | 3   | :30    | 8A- 8:55A (EST)     | 8   |    | X  | X  | X  | X  |    |    | 8     | \$400.00   | \$3,200.00 | WBNS-TV (WBNS) | EARLY SHOW 2X PER DAY  | 8/13/12 |
| 2.0   | Normal Line / SPOT             | 08/14/12-08/17/12 | 3   | :30    | 5:57A- 7A (EST)     | 4   |    | X  | X  | X  | X  |    |    | 4     | \$800.00   | \$3,200.00 | WBNS-TV (WBNS) | 6A NEWS 1X PER DAY     | 8/13/12 |
| 3.0   | Normal Line / SPOT             | 08/14/12-08/17/12 | 3   | :30    | 5A- 5:55A (EST)     | 4   |    | X  | X  | X  | X  |    |    | 4     | \$600.00   | \$2,400.00 | WBNS-TV (WBNS) | 5A NEWS 1X PER DAY     | 8/13/12 |
| 4.0   | Normal Line / SPOT             | 08/14/12-08/17/12 | 3   | :30    | 7A- 8A (EST)        | 4   |    | X  | X  | X  | X  |    |    | 4     | \$800.00   | \$3,200.00 | WBNS-TV (WBNS) | 7am EARLY 1X PER DAY   | 8/13/12 |
| 5.0   | Normal Line / SPOT             | 08/14/12-08/17/12 | 4   | :30    | 3:58P- 5P (EST)     | 4   |    | X  | X  | X  | X  |    |    | 4     | \$500.00   | \$2,000.00 | WBNS-TV (WBNS) | DR OZ 1X PER DAY       | 8/13/12 |
| 6.0   | Normal Line / SPOT             | 08/14/12-08/16/12 | 3   | :30    | 5P- 6P (EST)        | 2   |    | X  |    | X  |    |    |    | 2     | \$1,200.00 | \$2,400.00 | WBNS-TV (WBNS) | 5P NEWS 1X PER DAY     | 8/13/12 |
| 7.0   | Normal Line / SPOT             | 08/14/12-08/17/12 | 3   | :30    | 6:58P- 7:30P (EST)  | 4   |    | X  | X  | X  | X  |    |    | 3     | \$1,200.00 | \$3,600.00 | WBNS-TV (WBNS) | JEOP 1X PER DAY        | 8/13/12 |
| 7.0.1 | Closed Preempt                 | 08/17/12          |     |        |                     |     |    |    |    |    |    |    |    |       |            |            | WBNS-TV (WBNS) | Schedule Change/Spot - |         |
| 8.0   | Normal Line / SPOT             | 08/14/12-08/17/12 | 4   | :30    | 7:30P- 7:57P (EST)  | 4   |    | X  | X  | X  | X  |    |    | 4     | \$1,000.00 | \$4,000.00 | WBNS-TV (WBNS) | WHEEL 1X PER DAY       | 8/13/12 |
| 9.0   | Normal Line / SPOT             | 08/14/12-08/19/12 | 4   | :30    | 11P- 11:35P (EST)   | 6   |    | X  | X  | X  | X  | X  | X  | 6     | \$1,200.00 | \$7,200.00 | WBNS-TV (WBNS) | 11P NEWS 1X PER DAY    | 8/13/12 |
| 10.0  | Normal Line / SPOT             | 08/18/12-08/18/12 | 3   | :30    | 6:57A- 9A (EST)     | 1   |    |    |    |    |    |    | X  | 1     | \$800.00   | \$800.00   | WBNS-TV (WBNS) | SAT ER SHW             | 8/13/12 |
| 11.0  | Normal Line / SPOT             | 08/19/12-08/19/12 | 2   | :30    | 8:58A- 10:30A (EST) | 1   |    |    |    |    |    |    | X  | 1     | \$1,100.00 | \$1,100.00 | WBNS-TV (WBNS) | SUNDAY MRN             | 8/13/12 |
| 12.0  | Normal Line / SPOT             | 08/18/12-08/18/12 | 2   | :30    | 4:58A- 6:56A (EST)  | 1   |    |    |    |    |    |    | X  | 1     | \$400.00   | \$400.00   | WBNS-TV (WBNS) | SAT AM NEWS            | 8/13/12 |
| 13.0  | Normal Line / SPOT             | 08/20/12-08/20/12 | 4   | :30    | 11P- 11:35P (EST)   | 1   | X  |    |    |    |    |    |    | 1     | \$1,200.00 | \$1,200.00 | WBNS-TV (WBNS) | 11pm News              | 8/13/12 |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected."



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|------|--------------------------------|-------------------|-----|--------|--------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|----------------|-------------------------------|---------|
| 14.0 | Normal Line / SPOT             | 08/20/12-08/20/12 | 4   | :30    | 7:30P- 7:57P (EST) | 1   | X  |    |    |    |    |    |    | 1     | \$1,000.00 | \$1,000.00 | WBNS-TV (WBNS) | Wheel of Fortune              | 8/13/12 |
| 15.0 | Normal Line / SPOT             | 08/20/12-08/20/12 | 3   | :30    | 8A- 8:55A (EST)    | 2   | X  |    |    |    |    |    |    | 2     | \$400.00   | \$800.00   | WBNS-TV (WBNS) | 8am Early Show                | 8/13/12 |
| 16.0 | Normal Line / SPOT             | 08/20/12-08/20/12 | 3   | :30    | 5:57A- 7A (EST)    | 1   | X  |    |    |    |    |    |    | 1     | \$800.00   | \$800.00   | WBNS-TV (WBNS) | 6am News                      | 8/13/12 |
| 17.0 | Normal Line / SPOT             | 08/20/12-08/20/12 | 3   | :30    | 5A- 5:55A (EST)    | 1   | X  |    |    |    |    |    |    | 1     | \$600.00   | \$600.00   | WBNS-TV (WBNS) | 5am News                      | 8/13/12 |
| 18.0 | Normal Line / SPOT             | 08/20/12-08/20/12 | 3   | :30    | 7A- 8A (EST)       | 1   | X  |    |    |    |    |    |    | 1     | \$800.00   | \$800.00   | WBNS-TV (WBNS) | 7am Early Show                | 8/13/12 |
| 19.0 | Normal Line / SPOT             | 08/20/12-08/20/12 | 4   | :30    | 3:58P- 5P (EST)    | 1   | X  |    |    |    |    |    |    | 1     | \$500.00   | \$500.00   | WBNS-TV (WBNS) | Dr. Oz                        | 8/13/12 |
| 20.0 | Normal Line / SPOT             | 08/20/12-08/20/12 | 3   | :30    | 5P- 6P (EST)       | 1   | X  |    |    |    |    |    |    | 1     | \$1,200.00 | \$1,200.00 | WBNS-TV (WBNS) | 5pm News                      | 8/13/12 |
| 21.0 | Normal Line / SPOT             | 08/20/12-08/20/12 | 3   | :30    | 6:58P- 7:30P (EST) | 1   | X  |    |    |    |    |    |    | 1     | \$1,200.00 | \$1,200.00 | WBNS-TV (WBNS) | Jeopardy                      | 8/13/12 |
| 22.0 | M/G For 7.0.1 / SPOT           | 08/17/12-08/17/12 | 3   | :30    | 6:58P- 7:30P (EST) | 1   |    |    |    |    | X  |    |    | 1     | \$1,200.00 | \$1,200.00 | WBNS-TV (WBNS) | WBNS HEALTH & FITNESS SPECIAL | 8/14/12 |

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Date:

Comments:

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